

2005* Northern Arizona Domestic Overnight Leisure Visitors

The Northern Arizona region is home to such places as the Painted Desert, Canyon de Chelly, Monument Valley, Red Rocks of Sedona, Slide Rock State Park, and Grand Canyon National Park and seven of Arizona's twenty-two Native American tribes.

In addition to beautiful scenery and native culture, Northern Arizona also offers the experience of traveling along the historic Route 66, also known as the "Mother Road".



Regional Statistics	
Percent Share Overnight Domestic Leisure Visitation	19.6%
Average Age	47 years
Average Household Income	\$73,100
Average Party Size	2.7
Average Length of Stay	2.6 nights
Average One-Way Distance Traveled	769 miles
Average Spending Per Person Per Day	\$117.70

Source: D.K. Shifflet and Associates, Ltd., 2006

*Due to small sample sizes data was aggregated from years 2004-2005.

National Parks

Canyon de Chelly NM, Grand Canyon NP, Glen Canyon NRA, Hubbell Trading Post NHS, Navajo NM, Petrified Forest NP, Pipe Springs NM, Sunset Crater Volcano NM, Wupatki NM, Walnut Canyon NM

State Parks

Homolovi Ruins SP, Riordan Mansion SP, Slide Rock SP

Tribal Lands

San Juan Southern Paiute Tribe, Zuni Tribe, Havasupai Tribe, Hopi Tribe, Hualapai Tribe, Kaibab-Paiute Tribe, Navajo Nation

Points of Interest

Grand Canyon West, Hualapai Hilltop

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Demographics:

Age of Respondent	
Average Age	47 years
18-34 years	29%
35-54 years	41%
55+ years	30%

Education	
No College education	28%
Some College	31%
College Degree	25%
Post College Degree	16%

Lifestage of Respondent	
Age 18-34, Free	16%
Age 18-34, Family	13%
Age 35-54, Free	22%
Age 35-54, Lo Family	7%
Age 35-54, Hi Family	12%
Age 55+, Lo Free	8%
Age 55+, Hi Free	21%
No Lifestage	1%

Household Income	
Average HH Income	\$73,100
Under \$25,000	4%
\$25,000-\$49,999	26%
\$50,000-\$74,999	28%
\$75,000-\$99,000	23%
\$100,000-\$124,999	11%
\$125,000+	8%

Occupation	
Employed (NET)	73%
Managerial, Professional	34%
Technical, Sales, Admin. Support	27%
Services	6%
Other	5%
Retired	15%
Other/Not privately employed	12%

Top Origin Markets	
Phoenix, AZ	33.3%
Los Angeles, CA	15.6%
San Diego, CA	4.3%
Las Vegas, NV	3.1%
Tucson (Sierra Vista), AZ	3.0%
New York, NY	2.8%
Chicago, IL	2.1%
Fresno-Visalia, CA	2.1%
Albuquerque-Santa Fe, NM	1.9%
Tampa-St. Petersburg, FL	1.7%

Source: D.K. Shifflet and Associates, Ltd., 2006

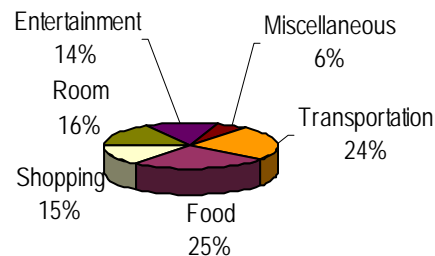
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Trip Behavior:

- Over 60% of visitors come to Northern Arizona during the second & third quarter.
- 48% of travel parties are composed of M/F couples, followed by families at 22%.
- Non-vacation as a leisure purpose of stay ranked the lowest at 34% when compared to the other Arizona regions, which is directly tied to the lack of travelers visiting friends/relatives.

% Total Trip Expenditures (Per Person Per Day)



Quarter Trip Started	
First Quarter	17%
Second Quarter	31%
Third Quarter	32%
Fourth Quarter	20%

Traveling Party	
One Adult	11%
Couples (M/F)	48%
Two Males or Two Females	7%
Three or more Adults	12%
Families	22%

Leisure Purpose of Stay	
Vacation (NET)	66%
Getaway Weekend	23%
General Vacation	43%
Non-Vacation (NET)	34%
Visit Friend/Relative	12%
Special Event	13%
Other Personal	9%

Primary Activities	
Sightseeing (NET)	58%
Nature (NET)	56%
General (Dining, Entertainment, Shopping)	47%
Culture (NET)	25%
Outdoor Sports (NET)	8%
Attractions (NET)	7%

Source: D.K. Shifflet and Associates, Ltd., 2006

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Trip Behavior (Cont):

- 54% of visitors to the Northern Arizona region travel by car.
- 32% of visitors stay at mid-level paid accommodations, which accounts for the highest percentage of visitors that stayed in a paid hotel/motel accommodation when compared to the other Arizona regions.
- Only 15% of visitors stayed at non-paid accommodations, which accounts for the smallest percentage of visitors that stayed in a non-paid accommodation when compared to the other Arizona regions.
- 28% of visitors to Northern Arizona book their advance reservations on-line.

Main Mode of Transportation	
Air Travel	13%
Auto Travel (NET)	74%
Car	54%
Van/Small Truck	20%
Other Transportation (NET)	12%
RV/Camper	5%
Large truck	1%
Bus	4%
Train	1%
Other	2%

Accommodations	
Paid Accommodations	83%
<u>Paid Hotel/Motel</u>	68%
High-End	14%
Mid-Level	32%
Economy	17%
Other	4%
<u>Paid Non-Hotel/Motel</u>	16%
Apartment/Condo/Home	1%
Timeshare	7%
RV/Camping	6%
Other Paid Non-Hotel/Motel	1%
Non-Paid Accommodations	15%
Apartment/Condo/Home	10%
Timeshare	1%
Other Non-Paid	3%
Unspecified Non-Paid	1%

Accommodation Reservation Type	
No Reservation	19%
Computer On-line	28%
800 phone number	20%
Direct to Location	12%
Travel Agent	8%
Corporate Travel Dept.	1%
Other Reservation	11%

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